



WXYZ

## ORDER

Print Date 10/02/12 Page 1 of 3

Flight Dates **09/24/12-09/30/12**

<b>WXYZ</b> DETROIT		<u>Product</u>	<u>Estimate #</u>	<b>924930</b>
<u>Contract / Revision</u>	<b>311954</b> /	<b>DIBC2 Detroit Int. Bridge Co. 2012</b>	<u>Alt Order #</u>	
<u>Original Date / Revision</u>	09/21/12	10/01/12	<u>Agency Com</u>	15%
			<u>Billing Type</u>	Cash
			<u>Billing Contact</u>	<u>Order Type</u>
				GENERAL
<u>Advertiser</u>	<b>The People Should Decide C</b>		<u>Billing Cycle</u>	EOM/EOC
			<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	<b>Smart Media Group</b>		<u>Demographic</u>	A25-54
<u>Buying Contact</u>	<u>Sales Office</u>	EWSDC	<u>Rev Codes</u>	POL
				POL
				ISS Ballot
<b>814 King Street - Suite 400</b>	<u>Sales Region</u>	NAT	<u>Product Codes</u>	PL
<b>Alexandria, VA 22314-3039</b>				
	<u>Agency Ref</u>		<u>Priority</u>	FX
			<u>Advertiser Ref</u>	

### Primary Account Executive

www.yourteam.com  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	45	\$43,562.50	\$51,250.00	0.00	08/27/12	09/30/12	45	\$43,562.50	\$51,250.00
Totals	45	\$43,562.50	\$51,250.00	0.00					



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Print Date: 10/02/12

Page 2 of 3

Contract / Revision**311954**Flight Dates**09/24/12-09/30/12**Hiatus DatesOriginal Date / Revision 09/21/12/ 10/01/12Order Sep 00:20:00Advertiser **The People Should Decide** Product **DIBC2 Detroit Int. Bridge Cc** Estimate # **924930**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>			
													Type	Spots	Amount	
N 2	WXYZ	09/24/12	09/26/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm	M-F	1-1----	:30	2	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N 3	WXYZ	09/25/12	09/27/12	12-1pm M-F 12-1pm	CM	12-1pm		-1-1---	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 09/24/12	09/30/12	-1-1---						2	\$1,000.00	0.00				
N 4	WXYZ	09/24/12	09/28/12	430 AM News 7 Action News This Morni	CM	430a-5a		11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 09/24/12	09/30/12	11111--						5	\$200.00	0.00				
N 5	WXYZ	09/24/12	09/28/12	5am News M-F 5am News M-F	CM	5-6am	M-F	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 09/24/12	09/30/12	11111--						5	\$700.00	0.00				
N 6	WXYZ	09/24/12	09/28/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am	M-F	11111--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 09/24/12	09/30/12	11111--						5	\$1,600.00	0.00				
N 7	WXYZ	09/29/12	09/29/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am		-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-						1	\$500.00	0.00				
N 8	WXYZ	09/29/12	09/29/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am		-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-						1	\$900.00	0.00				
N 9	WXYZ	09/29/12	09/29/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am		-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-						1	\$900.00	0.00				
N 10	WXYZ	09/30/12	09/30/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am		-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S						1	\$900.00	0.00				
N 11	WXYZ	09/30/12	09/30/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am		-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S						1	\$900.00	0.00				
N 12	WXYZ	09/24/12	09/28/12	6p News 6-630pm M-F	CM	6-630pm	M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 09/24/12	09/30/12	11111--						5	\$2,000.00	0.00				
N 13	WXYZ	09/24/12	09/28/12	7p News M-F 7-730p	CM	7-730pm	M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 09/24/12	09/30/12	11111--						5	\$2,000.00	0.00				
N 14	WXYZ	09/30/12	09/30/12	Early News Su Su 6-630p	CM	6-630pm	Sun	-----S	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S						1	\$1,400.00	0.00				
N 15	WXYZ	09/29/12	09/29/12		CM	1am-2am		-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00



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Print Date: 10/02/12

Page 3 of 3

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				SA 1a-2a												
				SA 1a-2a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-		1				\$175.00		0.00				
N16	WXYZ	09/29/12	09/29/12	SA 1130p-1230a	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-3	0.00	NM		1	\$250.00
				Sa Greys												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-		1				\$250.00		0.00				
N17	WXYZ	09/30/12	09/30/12	SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-3	0.00	NM		1	\$250.00
				SU 12a-1a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S		1				\$250.00		0.00				
N18	WXYZ	09/30/12	09/30/12	SU 1a-2a	CM	1am-2am	-----S	:30	1	\$175.00	P-3	0.00	NM		1	\$175.00
				SU 1a-2a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S		1				\$175.00		0.00				
N19	WXYZ	09/30/12	09/30/12	Sports Update 1130-12n	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM		1	\$1,000.00
				SU 1130p-12a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S		1				\$1,000.00		0.00				
N20	WXYZ	09/24/12	09/28/12	M-F 1135p-1205a	CM	1135pm-1205am	M1- 11--	:30	3	\$2,000.00	FX	0.00	NM		3	\$6,000.00
				Nightline												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	1- 11--		3				\$2,000.00		0.00				
														<b>Totals</b>	<b>45</b>	<b>\$51,250.00</b>